Amendments to and Listing of the Claims:

Please amend claim 1-4, cancel claims 5-14, and add new claims 15-22, as follows:

1.   (currently amended) In a data processing system, a method of identifying a subscriber comprising the steps of:

(a)   monitoring a plurality of viewing sessions;

(b)   clustering the viewing sessions wherein the sessions within a cluster have a common identifier representative of [[a]] subscriber selection data; and

(c)   identifying a subscriber as belonging to one of the clusters by comparing a plurality of subscriber selections to from the clusters of viewing sessions based on the subscriber selection data corresponding to the clusters of viewing sessions.

2.   (currently amended) The method of claim 1, wherein the monitoring of step (a) further comprises the steps of:

(i)   recording subscriber selection data for each viewing session; and

(ii)   generating [[a]] program characteristics and program demographic data from programs viewed for each viewing session.

3.   (currently amended) The method of claim [[1]] 2, wherein the clustering of step (b) further comprises the steps of:

(i)   generating a session data vector from the subscriber selection data, the program characteristics and the program demographic data for each viewing session; and

2

(ii)   passing a plurality of session data vectors to a classification system to form clusters of session data vectors.

4.   (currently amended) The method of claim [[1]] 2, wherein the clustering of step (b) further comprises the steps of:

(i)   generating a signature signal from the subscriber selection data for each viewing session;

(ii)   generating a session profile from the subscriber selection data, the program characteristics and program demographic data for each viewing session and wherein the signature signal is the common identifier; and

(iii)   passing a plurality of session profiles to a classification system to form clusters of session profiles.

5-14. (canceled)

15.   (new) A method of identifying a subscriber, in a data processing system, the method comprising:

(a)   obtaining a record of previous viewing sessions;

(b)   grouping the previous viewing sessions into at least one session group according to at least one common characteristic;

(c)   receiving a plurality of inputs from a subscriber;

(d)   comparing said plurality of inputs to said at least one session group; and

(e)　　determining if said subscriber is characterized according to one of said at least one session groups.

16.　　(new) A method of creating user profiles, in a data processing system, the method comprising:

(a)　　monitoring a plurality of viewing sessions, wherein each viewing session includes subscriber selection data;

(b)　　grouping viewing sessions from said plurality of viewing sessions according to at least one common identifier in said subscriber selection data to form at least one session group; and

(c)　　creating a probabilistic determination of a subscriber profile of said at least one session group based on the subscriber selection data.

17.　　(new) The method of claim 16, further comprising:

(d)　　receiving a plurality of inputs from a subscriber;

(e)　　comparing said plurality of inputs to said at least one session group; and

(f)　　identifying that said subscriber corresponds to at least one of said at least one session group based on said subscriber selection data and said plurality of inputs.

18.　　(new) The method of claim 17, further comprising:

(g)　　targeting advertisements based on said probabilistic determination of said at least one at least one session group to which said subscriber corresponds.

19.   (new) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the programs viewed.

20.   (new) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the speed at which channels are changed.

21.   (new) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the number of times the program guide is accessed.

22.   (new) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the volume sequence.